



# THE USE OF SNS AMONG THE UNDER GRADUATE STUDENTS OF ASAS KOCHI

Darshan B.M<sup>1</sup> | Sai C.S<sup>1</sup>

<sup>1</sup> Research Scholars, Department of Visual Media and Communication, Amrita School of Arts and Sciences, Kochi - 682024.

## ABSTRACT

Communication has been instrumental to a large extent in the growth of Social Networking Sites (SNS). With the advent of Internet and the cell phone a lot of social interaction is captured through email and instant messaging. Today there are a lot of online social networking sites where individuals volunteer information about themselves and their social networks. Social networking allows for like-minded people to interact with another. An online social networking site is a place where a user can create a profile and build a personal network that connects the user to other users. Teenagers and young adults are fanatic users of these sites. According to various research studies in the field of online social networks, it has been revealed that these sites are impacting the lives of the youth greatly. This study is to understand the extent to which the under-graduate students use social networking sites as well as their attitudes to this form of communication. This research is based on survey method and this study is conducted on a sample of 50 students studying in various disciplines of Amrita School of Arts and Sciences (ASAS) Kochi campus. The main objective of this study is to understand why students use social networking sites, to what extent social networking sites are affecting on their studies, to analyse whether the students trust the information obtained via social networking sites and to explore the impact of SNS on students.

**KEY WORDS:** Social Media, Students, Usage

## Introduction

Communication has been instrumental to a large extent in the growth of Social Networking Sites (SNS). With the advent of Internet and the cell phone a lot of social interaction is captured through email and instant messaging. Today there are a lot of online social networking sites where individuals volunteer information about themselves and their social networks. Social networking allows for like-minded people to interact with another. An online social networking site is a place where a user can create a profile and build a personal network that connects the user to other users. Teenagers and young adults are fanatic users of these sites. According to various research studies in the field of online social networks, it has been revealed that these sites are impacting the lives of the youth greatly.

Social networking has always been prevalent; it is just that in these times the face of social networking has changed. Earlier the process was long drawn, involving a chain movement where in one person led to another through a web of social contacts, but today the process is highly specialized. With the advent of Internet and the cell phone a lot of social interaction is captured through email and instant messaging.

There is no 'like' button in our life. Even though we have 1000 friends on a social network, we are barely in touch with a few. On social networking sites, we do not portray ourselves the way we are. Professional life is connected to personal life so it is obvious that social networks will affect a relationship on a personal level. Internet addiction can lead to many problems in relationships. It also hampers the social life. Social networking can cause jealousy and betrayal in a relationship. If one decides to make excessive use of social network, one must make sure equal attention is paid to a real life relationship.

## Objectives of the study

- The main objective of this study is to understand why students are using social networking sites.
- To what extent social networking sites are affecting on their studies.
- To analyse whether the students trust the information obtained via social networking sites, and
- To explore the impact of SNS on students.

## Methodology

This research is based on survey method and this study is conducted on a sample of 50 students studying in various disciplines of Amrita School of Arts and Sciences (ASAS) Kochi campus. Questionnaire was used to collect required data for the study. Simple random sampling technique was used for this survey. The target population of the study was Under Graduate female students of ASAS Kochi. The collected data has tabulated and analyzed.

## Findings and Data Analysis

**Table 1: Profiles in Social Media (Multiple choice questions)**

Sl.No	Site	No. of Respondents	Percentage
1	Facebook	38	76%
2	Twitter	05	10%
3	Google+	23	46%
4	Others	07	14%

Table 1 shows the result of the SNS which are being used by UG students of ASAS Kochi. This was a multiple choice question where the respondent could choose various options from the choices given. 76% of respondents have an active profile on Facebook. 10% of students have their account in Twitter. 46% of respondents have their profile in Google+ and 14% of respondents are accessing other sites.

**Table 2: Hours spend on SNS per day**

Sl. No	Hours	No. of Respondents	Percentage
1	1 – 4 hrs	44	88%
2	5 – 8 hrs	05	10%
3	9 – 12 hrs	01	02%
4	13 + hrs	0	00%
Total	50		100%

Table 2 shows the result of the time spends by the UG students of ASAS Kochi on SNS per day. 88% of students spend an average time of 1-2 hrs on SNS every day. 10% of students spend 5-8 hrs time on SNS per day. 02% of students spend their time on SNS per day and none of the students spend more than 13+ hours on SNS every day.

**Table 3: Use of SNS (Multiple choice question)**

Sl. No	Usage	No. of Respondents	Percentage
1	Studying	25	50%
2	Playing Games	08	08%
3	Making Friends	25	50%
4	Others	10	20%

Table 3 shows the result of the purpose of using SNS which are being used by UG students of ASAS Kochi. This was a multiple choice question where respondent can answer more than one choice. 50% of students use SNS for study purpose. 08% of students use SNS as a platform for playing games. 50% of students use SNS to make friends. 20% of students use for other purposes.

**Table 4: Opportunities to promote their activities**

Sl. No	Yes/No	No. of Respondents	Percentage
1	Yes	46	92%
2	No	04	08%
Total	50	100%	

Table 4 shows 92% of students remark that SNS provides enough opportunity to students to promote themselves and their activities. 08% of students provided a negative response to this question.

**Table 5: Affect on studies**

Sl No.	Affect	No. of Respondents	Percentage
1	Seriously affecting	04	08%
2	Slightly affecting	12	24%
3	No impact	11	22%
4	Slightly helping	15	30%
5	Seriously helping	08	16%
Total	50	100%	

In table 5 we can see that 08% of the students say that the usage of SNS seriously affect their studies. 24% of students responded that the usage of SNS affects their studies slightly. 22% students say SNS does not have any impact on their studies. 30% of students say that SNS slightly help in their studies and 16% of students responded that the usage of SNS helps them in their studies in a serious manner.

**Table 6: Availability of Trust on information which passes through SNS**

Sl. No	Availability of Trust	No. of Respondents	Percentage
1	Yes	08	16%
2	Yes (Friends/Connections)	16	32%
3	No	26	52%
Total	50	100%	

In table 6 we can find that 16% of students trust the information which they find on SNS. 32% of students trust the information which they find in SNS through their friends and other connections and 52% of students never trust the information which appears on SNS.

**Table 7: Future Usage**

Sl. No	Yes/No	No. of Respondents	Percentage
1	Yes	49	98%
2	No	01	02%
Total	50	100	

Table 7 shows the results of future usage of SNS by students. 98% of students prefer to use SNS in future and 02% of students suggested their response negatively.

**Table 8: Experience of using SNS**

Sl. No	Yes/No	No. of Respondents	Percentage
1	Boon (Good)	46	92%
2	Bane (Bad)	04	08%
Total	50	100	

In Table 8 we can see that 92% of students suggested that the usage of SNS is good and SNS is a boon to them and 08% of students suggested that the usage of SNS is bad and it is a bane.

### Conclusion

Social Networking Sites play a very important role among the UG students of ASAS Kochi. In this study, we can find that Facebook is the most popular social media. 88% of the students spend around 1-4 hours on a daily basis on SNS. Students use SNS for studies and to make friends. 92% of students say that SNS provides enough opportunity for them to promote themselves and their activities. Majority of the students don't trust the information via SNS. They are always critical to such kind of information and rely on other sources as well. Most of the students says that they want use SNS in future. Finally by experience of using SNS amongst the UG students of ASAS Kochi suggested a more positive response than negative.

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